

COMPANY

Marketing Dashboard Report November 2014

Marketing Metrics	Baseline	Last Year's Avg	January	February	March	April	May
WEB TRAFFIC							
Visits	5560	5842	6753	6131	6417	7694	7277
Search Traffic	1850	2616	3572	3184	3219	4056	3732
Direct Traffic	3407	2708	2636	2268	2651	2915	2602
Referred Traffic (visits)	284	273	394	346	461	442	431
Email marketing traffic	0	87	34	199	81	52	326
Linking Domains	168	170	183	186	189	191	194
SOCIAL							
Twitter followers	297	1560	1862	1889	1925	1961	1969
Linked In Followers	110	370	710	815	891	927	1005
LEADS/SALES							
Web conversions	37	63	51	62	110	105	190
Qualified leads	18	16	12	8	20	23	36
Opportunities to Quote	3	8	2	4	6	18	37
Pipeline Size (EOM)		\$66mm	58.2mm	60.4mm	62mm	71mm	72mm
Accounts closed & won	0	4	7	7	7	5	9
Revenue closed & won (annualized)			0	.850mm	2.6mm	6.2mm	2.8mm
Comments							

Traffic numbers continue to rise , largely due to improved results from organic search. Continued steady rise in web conversions and sales leads due to increased focus on content creation and marketing. This has translated into significant boost in quoting opportunity for May. This quote volume increased pipeline size but only moderately, indicated that recent quoting opportunity is for smaller sized deals.